



Executive Education
INDIAN INSTITUTE OF MANAGEMENT AHMEDABAD

PRICING FOR PROFIT (ONLINE)

October 3 - November 12, 2020



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Given that a small increase of 1% in realized prices can lead up to a 11% increase in profits, getting the right price point and then rolling it out well is naturally important. Pricing is the one marketing decision that directly impacts both, the top line and the bottom line of firms and pricing decisions, the world over, are considered critical decisions for top management. However, many firms and managers lack a structured way to think about and implement pricing in their firms. Pricing decisions tend to be based on a seat of the pants approach, or be cost led or competitor led; this may work up to a point but leads to a dead end. Thus, firms need to understand and adopt well thought through pricing approaches in an increasingly competitive environment where a rising proportion of goods and services in India are sold in a 'free' market. Even administered prices in some industry sectors provide some leeway in pricing. In this milieu, it is important to develop and deepen managerial understanding of best practices in pricing, different approaches to pricing and customer responses to prices.

Objective

- To understand how consumers think about prices and to improve participants' understanding of pricing approaches.
- To develop a systematic framework for assessing, formulating and implementing pricing approaches.
- To develop a proactive approach to pricing.

Pricing decisions are affected by economic, marketing, organisational and psychological factors and must be made within a prescribed legal framework. The programme revolves around (a) understanding how one may go about making effective pricing decisions while keeping in mind these factors, (b) understanding the strengths and weaknesses of different pricing approaches, (c) developing the thinking to choose the right pricing approach and right price level and (d) implementing the price approach in the face of competitive situations and reactions.

Programme Highlights

- Determining value and price response models
- How customers view and react to prices
- Neurophysiological insights into pricing
- Costing, breakeven analysis and reacting to high volatility in costs
- Different approaches to pricing
 - Value-based pricing
 - Dynamic pricing
 - Bundling
 - Two-part pricing
 - Pricing on a platform and online pricing
 - Everyday low price (EDLP) and promotions
 - Pricing in the organized retail context
 - Sales force and pricing
 - Price framing, signalling and price wars
 - What is the 'right' approach and 'right' price level
 - Organising for and implementing the right pricing

Participants' Profile

Senior and top managers of private and public sector firms toward setting and managing the right price levels for their products and services within the framework of marketing and corporate objectives. Managers could be from the marketing, finance, information technology areas or from general management. Managers who are engaged in developing pricing systems and approaches in consumer markets and industrial markets would find this programme useful. Sample industries include hotels, airlines, energy, cruise liners, automobiles, fast moving consumer goods, switchgears, restaurants, internet service providers, consumer appliances, computers, bulk drugs, retailing, and petroleum products, among others, who would find this programme especially useful.

Pedagogy

Apart from lectures, case discussions, role plays, presentations and group discussions, the programme will provide an opportunity to the participants to see current pricing approaches in different industries. There will also be group work to develop pricing.

At the end of the program participants will

- Have developed their personal frameworks for approaching pricing in their organizations
- Learnt some tools to use in pricing – given customer response to pricing
- Understand which pricing approach to use in what circumstances and why
- Developed the ability to stage and roll out pricing from an implementation viewpoint



Faculty

- Prof. Anurag Agarwal
- Prof. Ankur Kapoor
- Prof. Arvind Sahay (Faculty Chair)
(Email: asahay@iima.ac.in)
- Prof. Goutam Dutta
- Prof. Shailesh Gandhi
- Prof. Subhadip Roy
- Prof. Viswanath Pingali



Nominations

Nominations should reach the Executive Education Office latest by **September 19, 2020**.

All nominations are subject to review and approval by the programme faculty (usually after the due date for receiving nominations). A formal acceptance letter will be sent to selected nominees accordingly. Click below to apply to the programme.

APPLY NOW: http://eeprm.iima.ac.in/crm/nomination_form.php

For more information please write to us at exed@iima.ac.in or call us at **+91-79- 7152 6400**

Certificate

To receive a certificate of participation from the institute, the participants need to fulfil the minimum requirement of 80% attendance. Absence from any session needs to be with the prior approval of the programme faculty chair.

Schedule: The programme will be conducted via an online platform in 100% live sessions through direct-to-device mode [D2D]. There is no classroom nor any on-campus sessions in this programme.

Application End Date : September 19, 2020				
Start Date : October 3, 2020				
End Date : November 12, 2020				
Session Timing : Sessions will be scheduled between 10:00 am to 1:00 pm				
	October 3, 2020 Saturday	October 4, 2020 Sunday	October 10, 2020 Saturday	October 11, 2020 Sunday
	October 17, 2020 Saturday	October 18, 2020 Sunday	October 22, 2020 Thursday	October 23, 2020 Friday
	October 31, 2020 Saturday	November 1, 2020 Sunday	November 7, 2020 Saturday	November 8, 2020 Sunday
	November 12, 2020 Thursday			

Programme Fee and Payment

INR 1,05,000 plus GST per person for participants from India and its equivalent in US Dollars for participants from other countries.

The programme fee should be received with the nomination form by the Executive Education Office latest by **September 19, 2020**. In case of cancellations, the fee will be refunded only if a request is received at least 15 days prior to the start of the programme. If a nomination is not accepted, the fee will be refunded to the person/ organization concerned.

The programme fee can be paid online on IIMA website by clicking the payment link:

Online payment link: <https://web.iima.ac.in/web/200>

Programmes, dates, fees and faculty are subject to change at the discretion of the Institute without any prior notice.

Fee once paid is non-refundable.

Indian Institute of Management Ahmedabad (IIMA)

IIMA was set up by the Government of India in collaboration with the Government of Gujarat and Indian industry as an autonomous institution in 1961. The Institute provides education, training, consulting and research facilities in management.

Major Programmes Offered by IIMA

- Two-Year Post Graduate Programme in Management (MBA)
- Two-Year Post Graduate Programme in Food and Agri-business Management (MBA- FABM)
- Ph.D. Programme in Management
- One-Year Full Time Post Graduate Programme in Management for Executives (MBA- PGPX)
- Executive Education offers short duration programmes through open enrollment, customisation and online for various levels of experienced professionals across industry
- Faculty Development Programme (FDP)
- Two-Year e-Mode (online + campus) Post Graduate Programme in Management (ePGP)
- ePost Graduate Diploma in Advanced Business Analytics (ePGD-ABA)

The Institute has 103 faculty members working in the following management areas and centres:

Disciplinary Areas and Groups

- Centre for Management in Agriculture (CMA)
- Ravi J. Matthai Centre For Educational Innovation (RJMCEI)
- Business Policy
- Communication
- Economics
- Finance and Accounting
- Human Resources Management
- Information Systems
- Marketing
- Organizational Behaviour
- Production and Quantitative Methods
- Public Systems Group

Interdisciplinary Centres

- Ravi J. Matthai Centre for Educational Innovation
- Centre for Innovation, Incubation & Entrepreneurship (CIIE)
- Centre for Management in Agriculture (CMA)
- Centre for Management of Health Services (CMHS)
- Gender Centre
- IIMA-Idea Telecom Centre of Excellence
- India Gold Policy Centre
- Misra Centre for Financial Markets and Economy (MCFME)
- NSE Centre for Behavioural Science in Finance, Economics and Marketing



कार्यकारी शिक्षा
भारतीय प्रबंध संस्थान अहमदाबाद

Executive Education
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